

## ABSTRACT

The present invention relates to a system and method for playing electronic advertisements in conjunction with other content deliverable through a communication network. The present invention is further directed to a method and system for tracking playing of an advertisement and using the play tracking information to determine the amount to be charged to an advertising client. In embodiments of the invention, the advertisement may be played upon the occurrence of a triggering event and removed from display to a viewer upon the occurrence of another triggering event. According to an embodiment of the present invention, playing of an advertisement may limit a viewer's access to other displayed content.

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